



# **Southwest Working Group**

**December 17, 2009**

# **Southwest Planning Process**

## **Presentation:**

- Southwest Working Group**
  - Structure**
  - Purpose**
  - Process**
- Southwest Planning**
  - Where we've been**
  - Where we're going**

# **Southwest Working Group**

## **Origin of Group**

- Southwest Leaders' Conference**
- Urban Design Workshops**
- Other Outreach Efforts**

# **Southwest Working Group**

## **Group Structure -A cross section of SW Community:**

- **Residents**
- **Businesses**
- **Community Organizations**

# **Southwest Working Group**

## **Purpose of Group**

**Work with city staff on planning process**

**Review proposals and documents**

**Provide input and advise**

# **Southwest Working Group**

## **Process**

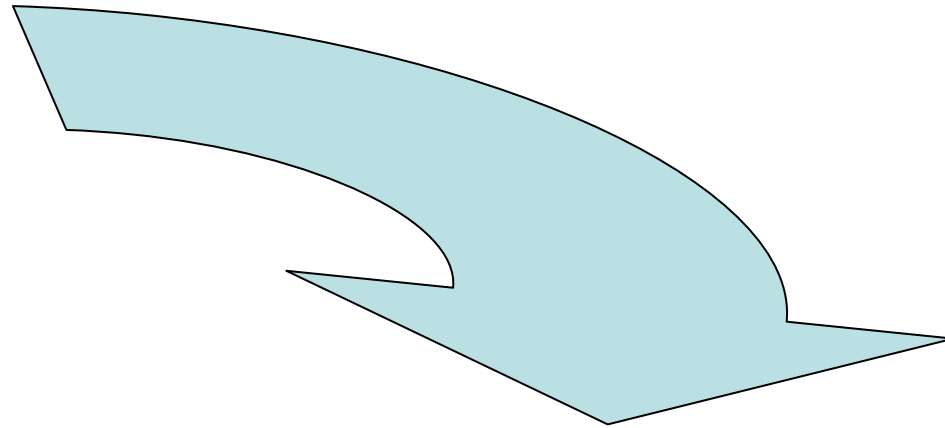
**City staff will present information, analysis, and determinations related to the planning process**

**Group will discuss these matters, develop consensus and provide input to staff**

**City staff will synthesize input and craft documents, plans, etc. for consideration by the various decision making bodies**

# Southwest Planning

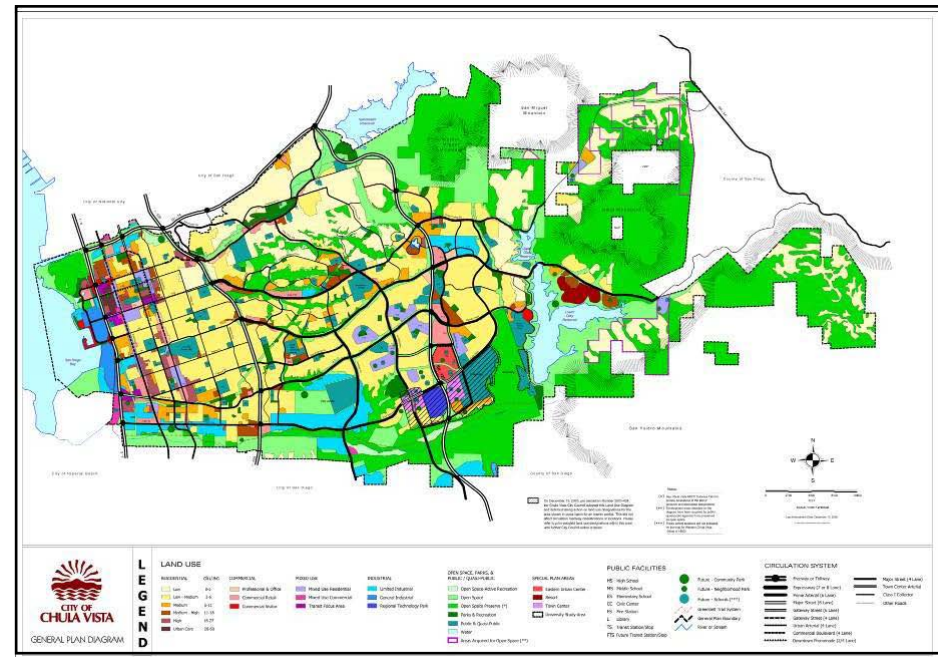
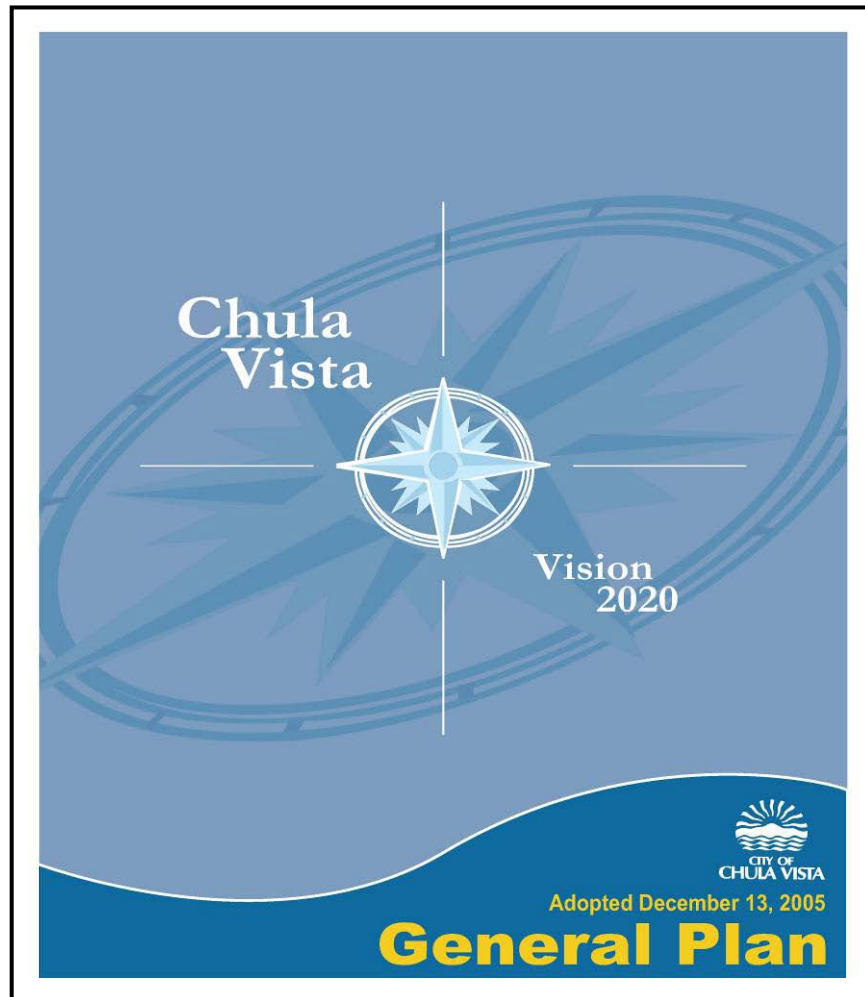
Where have  
We been?



Where are We Going?

# 2005 General Plan Update

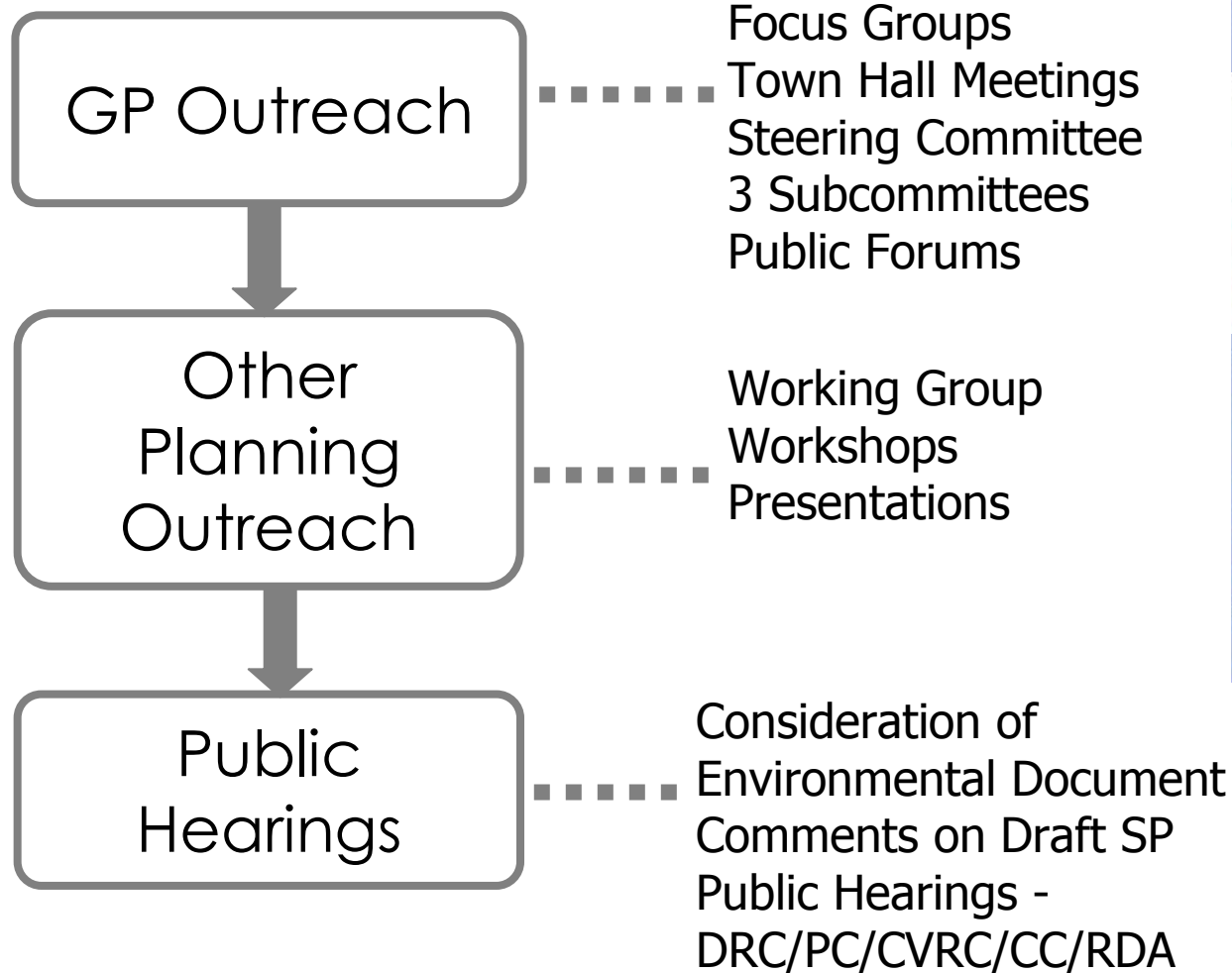
## General Plan Document



## General Plan Diagram



# Planning Process Relies On Public Input



Property Owners, Businesses, Residents, Developers

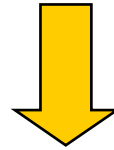


Advisory Committee meetings helped guide the Urban Core Specific Plan

Fig. 2.5

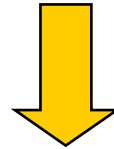
# Implementing the General Plan

**GENERAL PLAN**



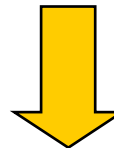
**ZONING/SPECIFIC PLANS/PRECISE PLANS**

(Future SWSP, UCSP, CV Bayfront MP )



**FACILITY/SERVICE MASTER PLANS**

(Streetscape Master Plans, Parks Master Plan)

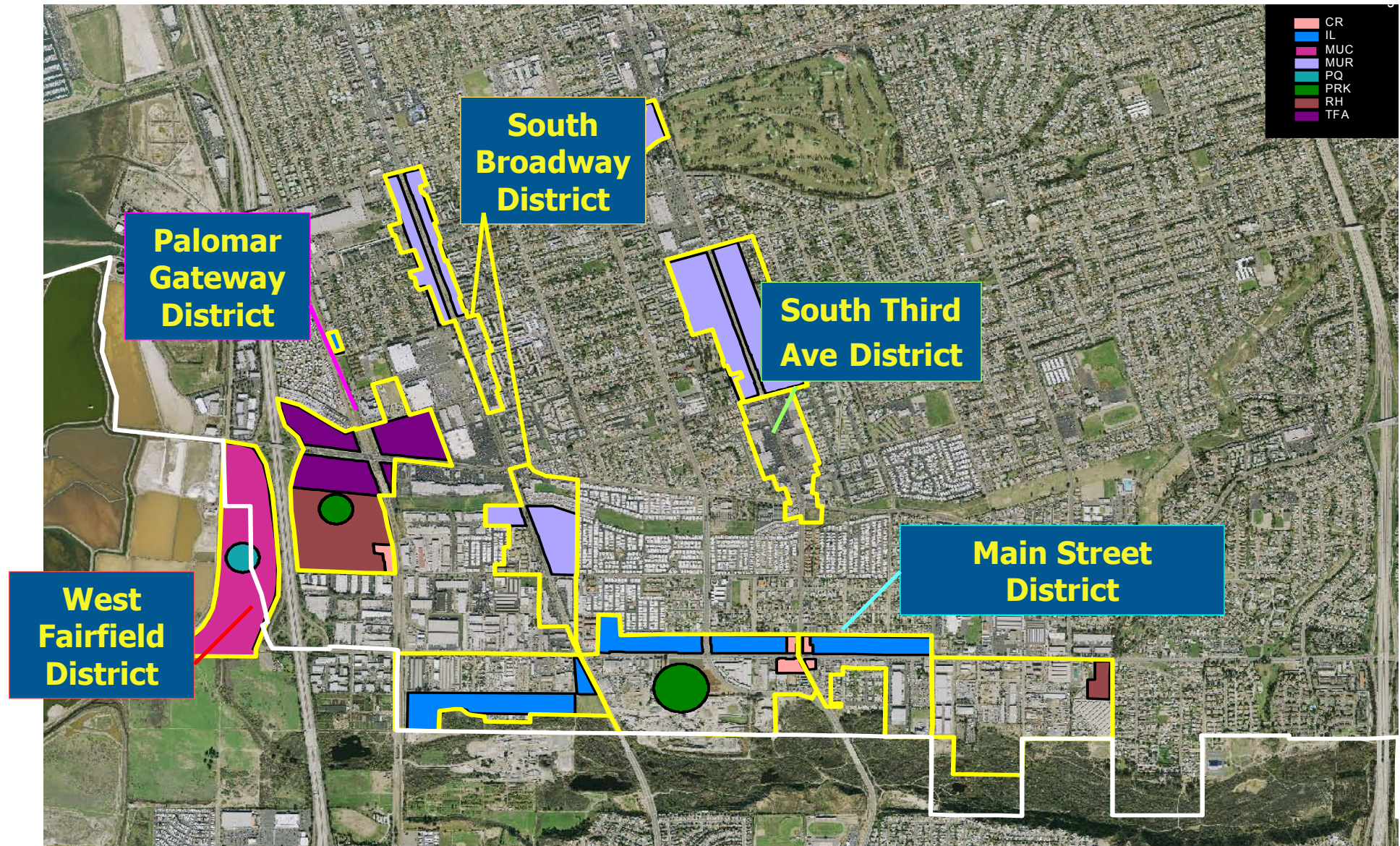


**PROJECTS**

(e.g. Los Vecino Aff. Hsg., Harborside Park)

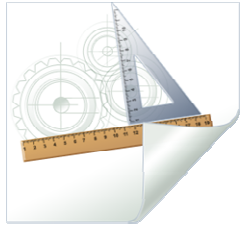


# SW Planning Districts



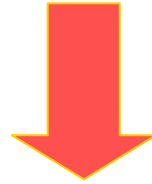


# General Plan Implementation



## Plans:

- Specific Plan
- Master Plans
- Streetscape Master Plans
- Precise Plans



## Planning Toolbox

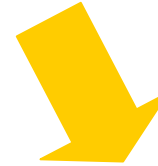


## Code changes:

- Update Non-Conforming Use regulations
- Update Mixed-Use Development Standards
- Update Zoning to Match General Plan



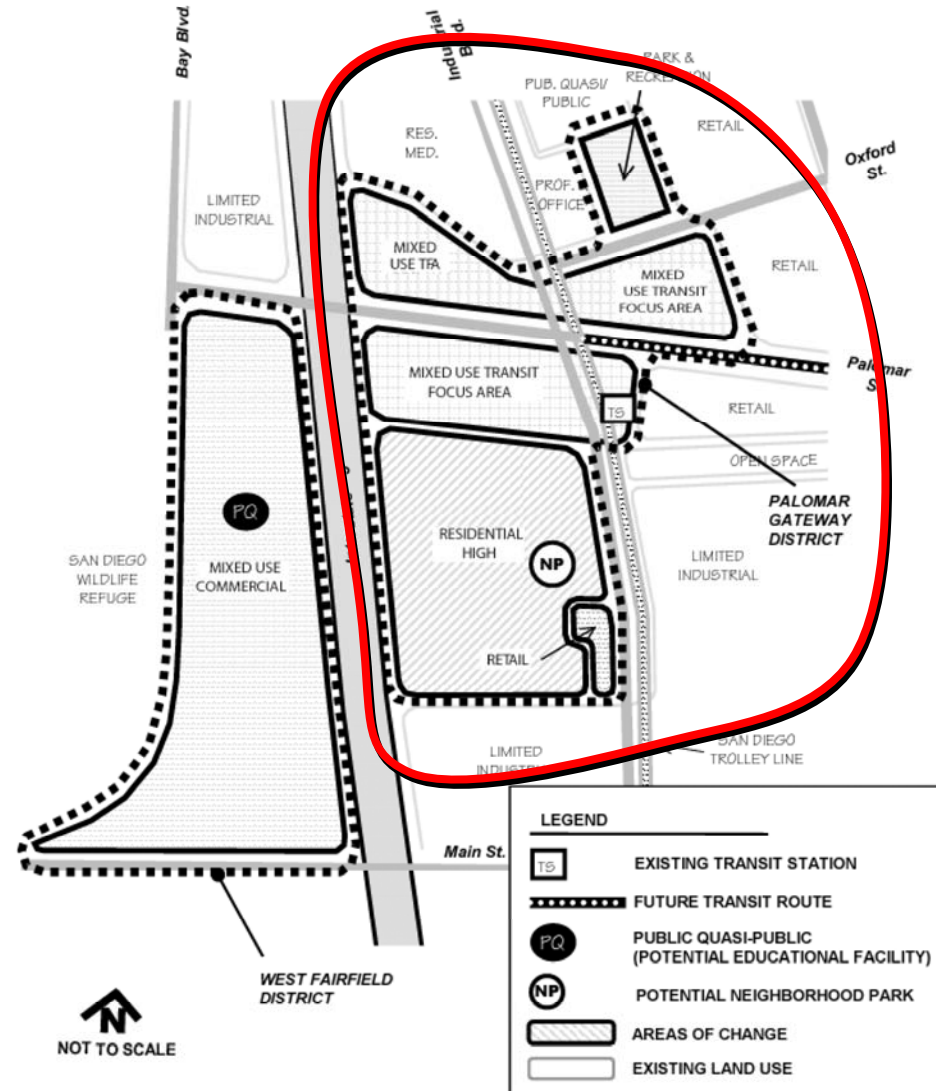
## Design Guidelines



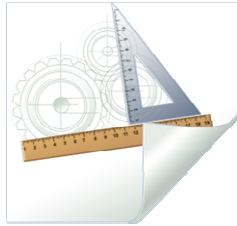
## Economic Incentive Programs

# Vision Palomar Gateway

- Major Southern Gateway
- Add Local Retail & Service uses
- Provide Highest density housing and Mixed Use development near Transit
- New Neighborhood Park



# Palomar Gateway District



Plans:

- Specific Plan
- Master Plans
- Streetscape Master Plans
- Precise Plans



Planning Toolbox



Code changes:

- Update Non-Conforming Use regulations
- Update Mixed-Use Development Standards
- Update Zoning to Match General Plan



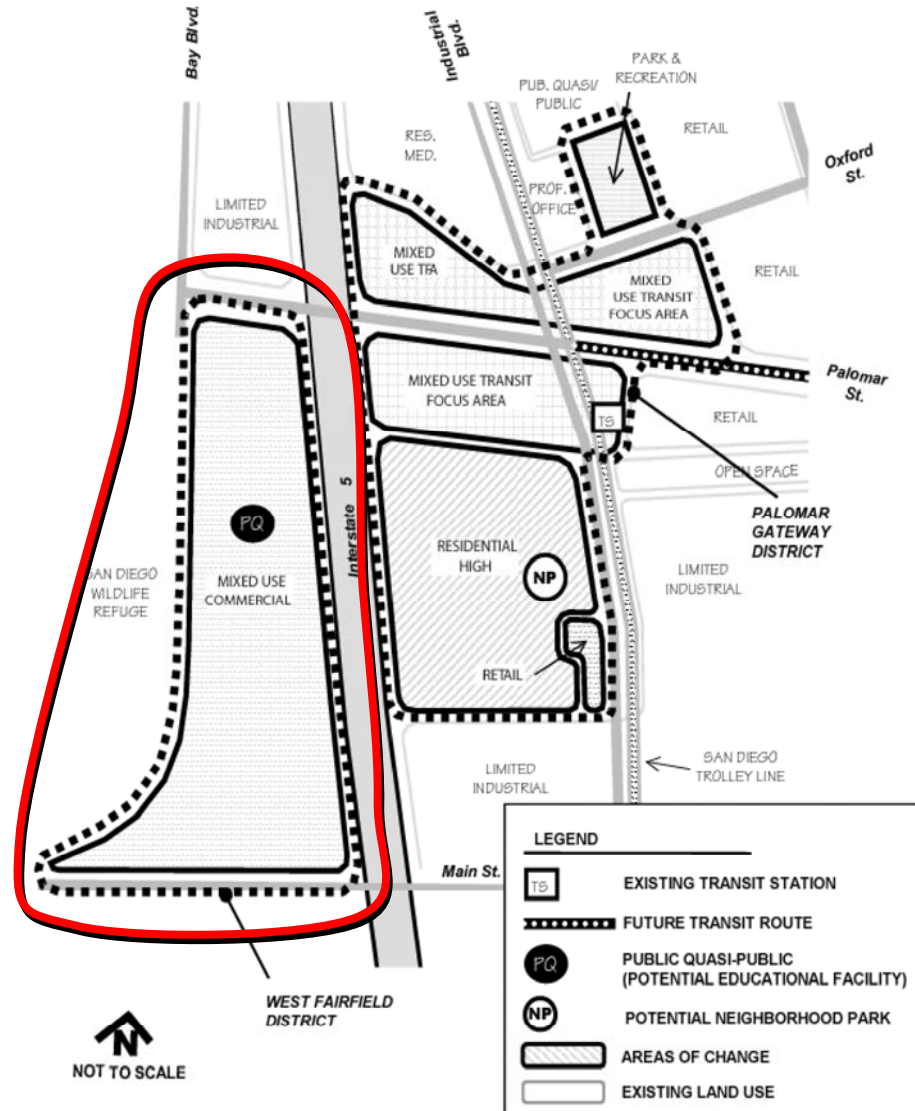
Design Guidelines



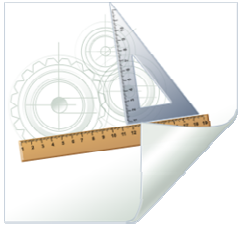
Economic Incentive Programs

# Vision West Fairfield

- Redevelop w/ mix of Retail, Business Service & Office uses; Reduce current land use conflicts
- Opportunity for Employment Center; Good freeway access
- Consider Integrating Educational Facility w/ Natural Wildlife Refuge and historic Salt Works



# West Fairfield District



Plans:

- Specific Plan
- Master Plans
- Streetscape Master Plans
- Precise Plans



Planning Toolbox



Code changes:

- Update Non-Conforming Use regulations
- Update Mixed-Use Development Standards
- Update Zoning to Match General Plan



Design Guidelines

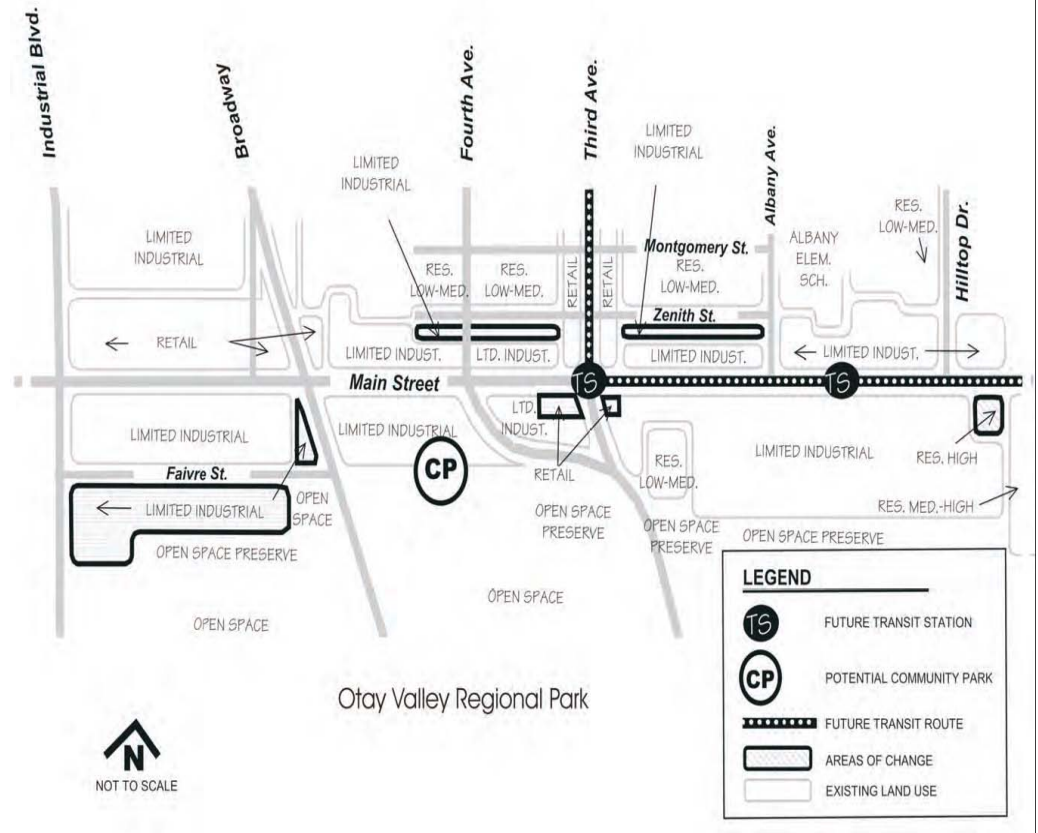


Economic Incentive Programs

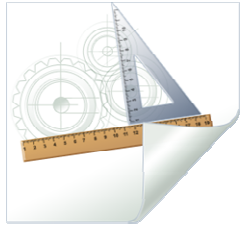


# Vision Main Street

- Enhance strong business district along Main Street
- Improve streetscape
- Balance Community's economic needs w/ linkages to neighborhoods
- Explore opportunities to restore sensitive habitat areas & create active recreation areas as mining activities phase out



# Main Street



## Plans:

- Specific Plan
- Master Plans
- Streetscape Master Plans
- Precise Plans



## Planning Toolbox



## Code changes:

- Update Non-Conforming Use regulations
- Update Mixed-Use Development Standards
- Update Zoning to Match General Plan



## Design Guidelines



## Economic Incentive Programs

# Vision South Broadway

- Add New Mixed Use - Commercial/Office with High Density Residential above
- Upgrade Appearance of Commercial Corridor
- Ensure compatibility between existing residential and new commercial uses
- Transition auto repair to industrial area along Main Street



## Southwest Planning Area South Broadway District

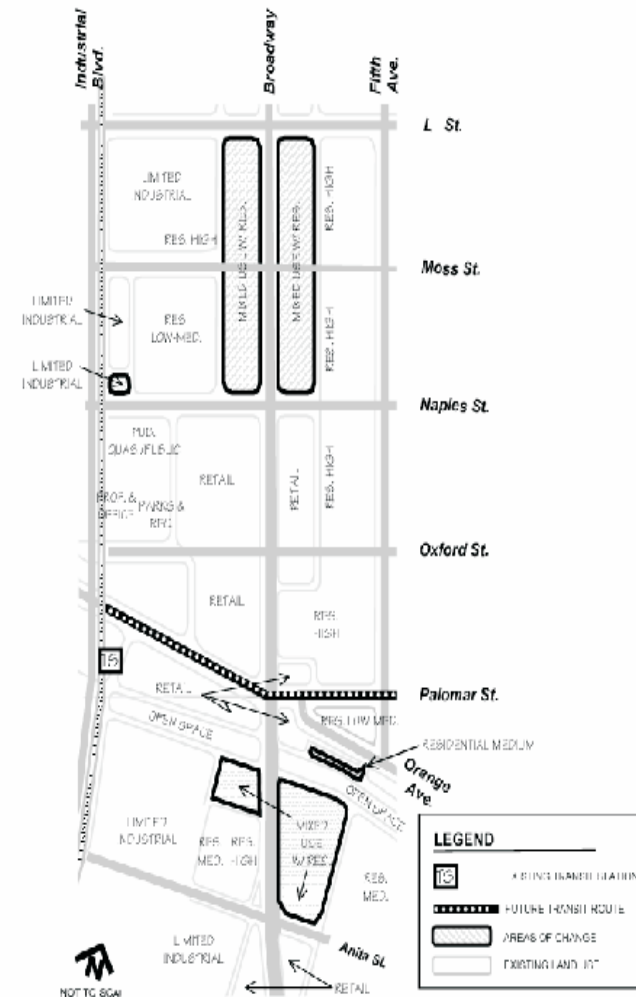
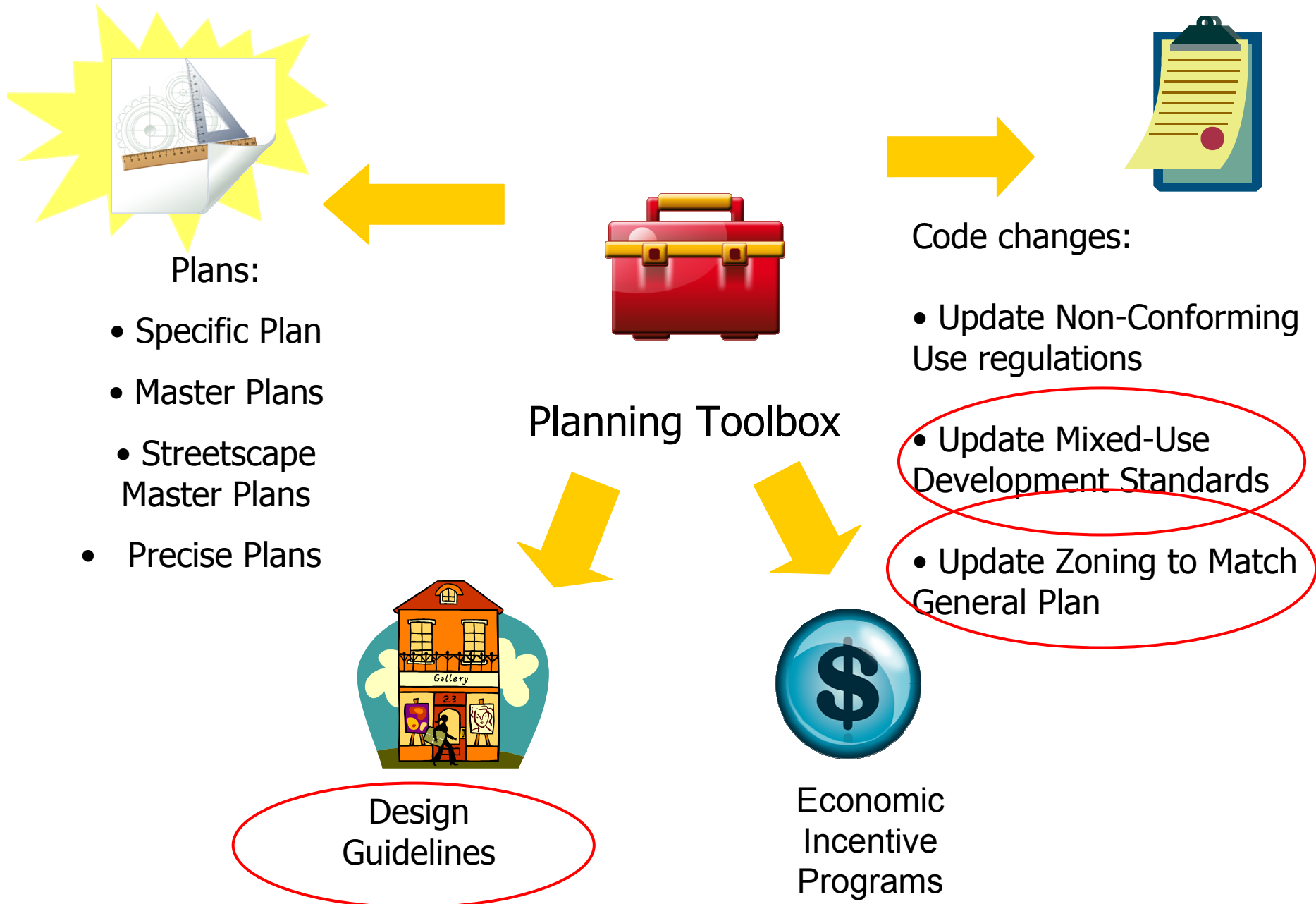


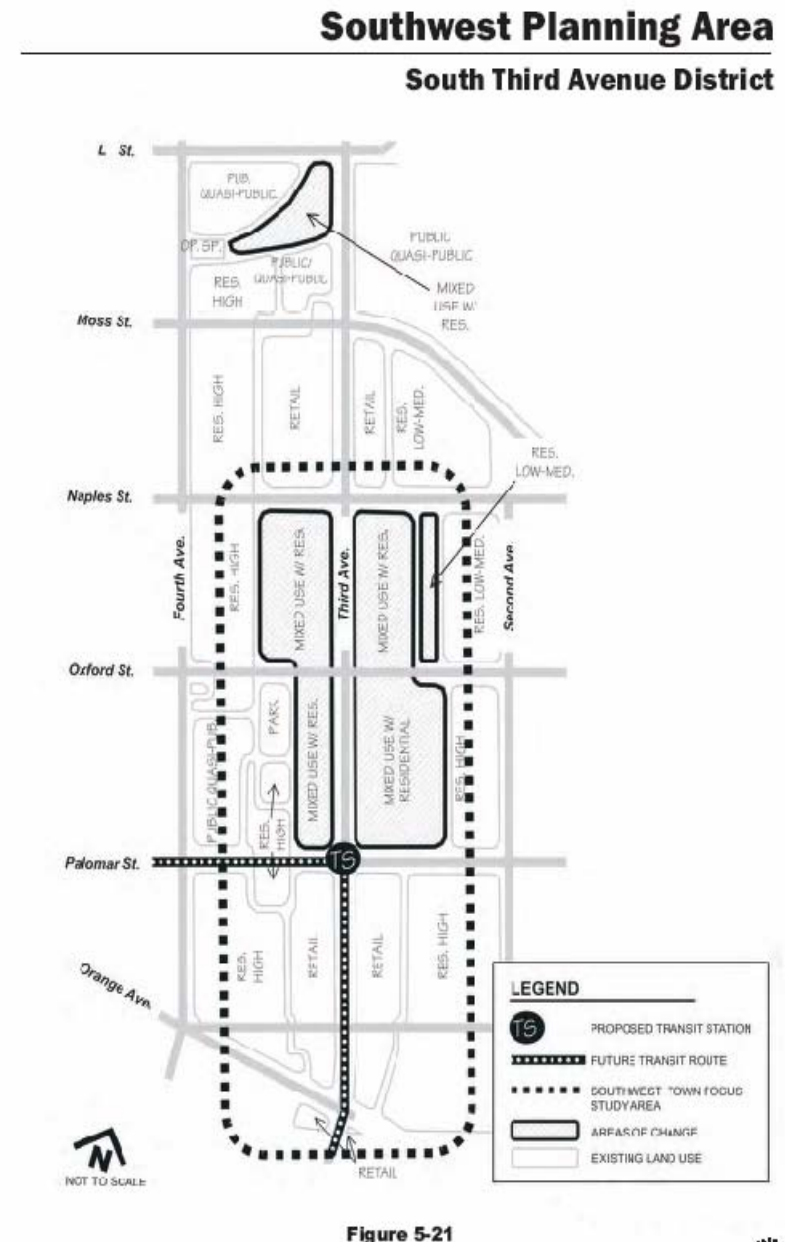
Figure 5-22

# South Broadway

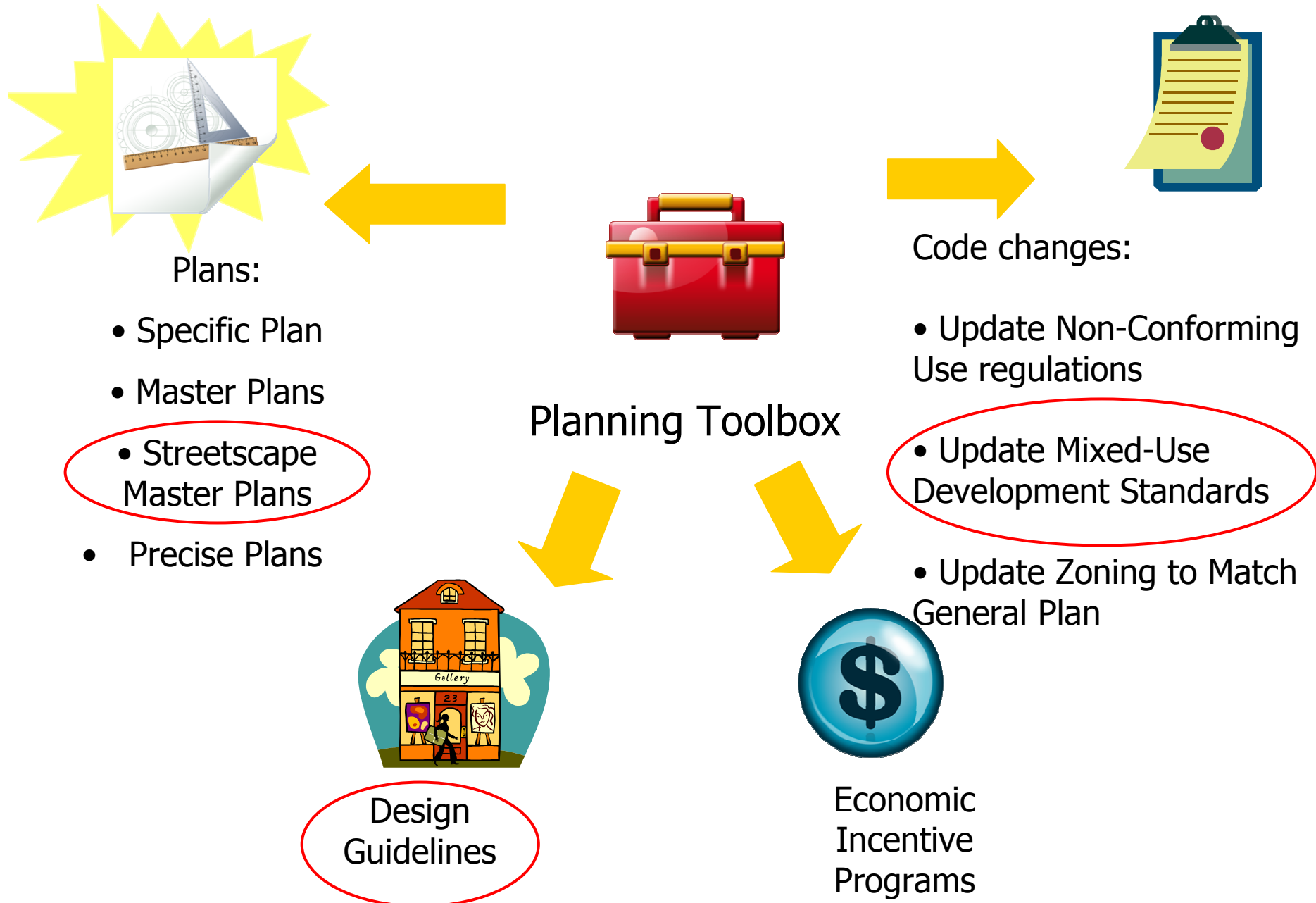


# Vision South Third Ave.

- Create “Town Focus Area”
- Link community oriented uses with adjacent neighborhoods
- Add new Mixed Use – Local Serving Retail with Higher Density Residential Uses above
- Improve transit service - link to areas east and west
- Upgrade appearance of commercial corridor



# South Third Avenue



# **Next Steps**

- **Calendar Next meeting – Third week of January?**
- **Palomar Gateway - Review Specific Plan Work Program and Existing Conditions Analysis**
- **South Third Ave. and South Broadway - Present Preliminary Draft Design Guidelines and Code Updates**
- **Main Street - Present Draft Schedule and Scope of Work for the Main Street Streetscape Master Plan**

**Questions?**



Southwest  
Areas of Change

# SW Planning Districts

